



GODBE RESEARCH
Gain Insight



Keeping the Survey Monkey Off Your Back Methodological and Sampling Options in the 21st Century

Municipal Managers Association of Northern California
May 14, 2008

- Understand importance of research objectives for methodological choices
- Discuss interviewing technique and sample options
- Understand challenges of each technique and sample type
- Discuss solutions to methodological challenges
- Questions and answers

- What do you want to know?
 - Overall citizen satisfaction
 - Specific user satisfaction
 - Feasibility of a revenue measure
 - Estimate facility usage
 - Gauge support for specific policies, vision, plan updates, etc.
- Who do you want to ask?
 - All residents
 - Service / facility users
 - Voters / likely voters
- What degree of accuracy is acceptable?
- What kind of data and reporting detail do you need?
- How quickly do you need answers?

➤ Strengths

- Cost effective
- Quick response
- Present graphics to respondents
- Real-time data

➤ Challenges

- Limited availability of broad based samples
- Sample administration complexities
- Multiple responses

➤ Solutions

- Develop internal email universe
- Hybrid samples
- Cookies / protocol for multiple responses

Good Uses of Internet Surveys

- Solano County Library Website User Satisfaction
(Website invitation)
- Marin County Employee Satisfaction Survey
(Hybrid sample)
- OCWIB Workforce Survey
(Hybrid sample)
- La Mirada Employee Satisfaction Survey
(Hybrid sample)
- King County Library Patron Experience Survey
(In-library intercept)

➤ Strengths

- Wide sample availability (RDD, voter, customer)
- Sample management
- Questionnaire control (question order effects / context effects)
- Moderate time to data

➤ Challenges

- Cell phone only households
- Answering machines, do not call list, telemarketing
- Identifying service users
- Cost

➤ Solutions

- Voter cell phone / RDD hybrid / Cell phone exchanges
- Hand dialing, scripts for do not call registrants
- Self reported behavior

Good Uses of Telephone Surveys

- Cupertino Resident Satisfaction Survey
(RDD sample)
- Newport Beach General Plan Survey
(Voter Sample)
- Campbell Sales Tax Feasibility Survey
(Hybrid Voter / RDD sample)
- Santa Clara County Parks & Recreation Needs
Assessment Survey
(Hybrid Voter / RDD sample)
- San Mateo County Parks Sales Tax Feasibility Survey
(Likely voter sample)

➤ Strengths

- Cost effective
- Present graphics
- Availability of resident / occupant samples

➤ Challenges

- Time consuming
- Often a convenience sample
- Slow time to data
- Sharing / scripting responses
- Foreign languages

➤ Solutions

- Internal execution to save money
- Rigorous sample administration

Good Uses of Mail Surveys

- San Francisco County Transportation Authority Parking Survey (Residential address sample)
- Los Angeles County Lennox Unmet Transit Needs Survey (Residential address sample)
- Menlo Park Business Survey (Business license sample)

➤ Strengths

- Sample actual users at point of service
- Interviewing users saves screening costs

➤ Challenges

- Costly
- Foreign language and cultural issues
- Requires rigorous sampling protocols & training
- Limited survey length

➤ Solutions

- Train internal staff to execute project
- Bi-lingual interviewing staff
- Recruit for more detailed follow-up survey (internet or phone)

Good Uses of Intercept Surveys

- Metropolitan Transportation Commission Onboard Demographic Survey
(Onboard intercept)
- Oakland Airport / Bart Shuttle Survey
(Onboard intercept)
- Golden Gate Recreational Area Transit / Parking Survey
(Trail head intercept)
- SFO Passenger Survey
(Boarding area intercept)
- King County Library Patron Experience Survey
(In-library intercept / Internet)

- Research objectives, not just budget, should drive interviewing technique & sample type
- Convenience is not the best driver of methodological decisions
- Keep an eye on technology
 - Phone interviewing has growing challenges
 - Internet sampling has serious limitations
 - Develop in-house email sample universes
 - Cell phone text surveys...



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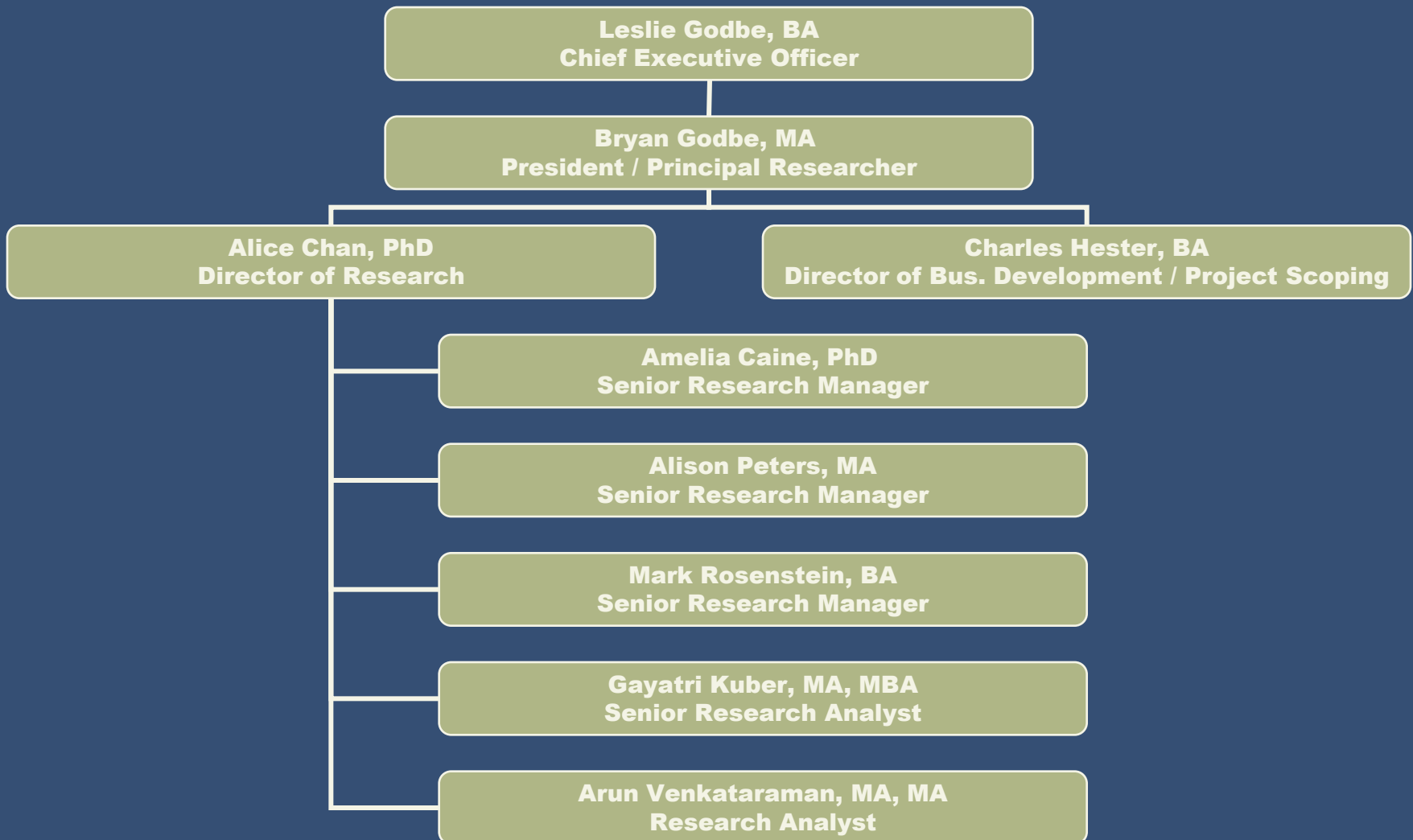
Appendix – About Godbe Research

- Recognized leader in opinion research for:
 - Councils of Governments
 - Transportation Agencies
 - Counties
 - Cities
 - School Districts
 - Special Districts

- Founded in January 1990

- Offices in San Mateo, Newport Beach and Bellevue, WA

A Team With Decades of Experience



Godbe Research Experience

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➤ National

- National Resident Satisfaction Survey
- National Parks Service
- Microsoft, Inc. DOJ Studies
- Hewlett-Packard Corporate Citizen Studies

➤ Statewide

- California Proposition 14
- California Proposition 67
- California Proposition 68
- California Proposition 81
- California Oaks Foundation
(partial list)



➤ Councils of Government

- Sacramento Area Council of Governments
- San Diego Association of Governments
- San Luis Obispo Council of Governments
- Santa Barbara County Association of Governments
- Southern California Association of Governments
- Stanislaus Area Association of Governments
- Western Riverside Council of Governments

➤ Transportation Agencies

- Bay Area Rapid Transit
- California Air Resources Board
- Foothill Transit
- Fresno Area Express
- Los Angeles World Airports
- Marin County Congestion Mgt. Agency
- Metrolink
- Metropolitan Transportation Authority
- Metropolitan Transportation Commission
- Oakland International Airport
- Orange County Transportation Authority
- Roaring Fork Transit Agency
- Sacramento Regional Transit District
- San Francisco Co. Transportation Authority
- San Francisco International Airport
- San Mateo County Transit District
- Santa Clara Valley Transportation Authority
- South Coast Air Quality Management District
- Truckee-Tahoe Airport District
(partial list)

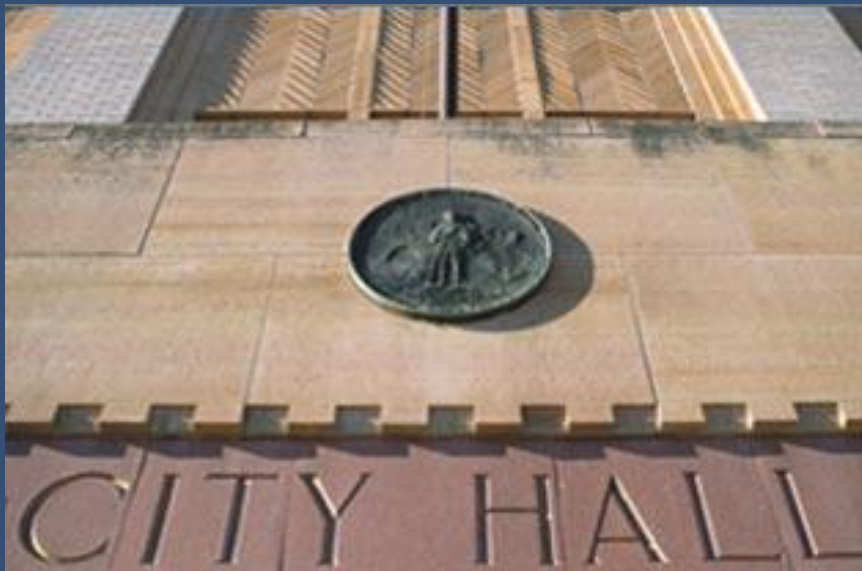
Local Government – Counties



- Alameda County
- Colusa County
- Contra Costa County
- Fresno County
- Inyo County
- Kings County
- Lake County
- Lassen County
- Los Angeles County

- Marin County
- Mariposa County
- Modoc County
- Monterey County
- Nevada County
- Placer County
- Riverside County
- Sacramento County
- San Bernardino County
- San Diego County
- San Francisco County
- San Joaquin County
- San Luis Obispo County
- San Mateo County
- Santa Barbara County
- Santa Clara County
- Solano County
- Stanislaus County
- Tulare County
- Ventura County
(partial list)

Local Government – Cities



- Atherton
- Albany
- Alhambra
- Atascadero
- Azusa
- Burbank
- Campbell
- Cerritos
- Chula Vista
- Clayton
- Costa Mesa
- Covina
- Cupertino
- Cypress
- Davis
- Dublin
- El Cerrito
- Encinitas
- Fairfax
- Fairfield
- Folsom
- Fremont
- Gardena
- Glendale
- Half Moon Bay
- Hayward
- Hesperia
- La Cañada Flintridge
- La Mirada
- Lake Forest
- Livermore
- Lompoc
- Long Beach
- Los Altos
- Los Altos Hills
- Los Angeles
- Los Gatos
- Marina
- Manhattan Beach
- Menlo Park
- Milbrae
- Milpitas
- Modesto
- Moreno Valley
- Mountain View
- Newport Beach
- Novato
- Palm Springs
- Palmdale
- Palo Alto
- Pasadena
- Petaluma
- Pomona
- Redwood City
- Rialto
- Riverside
- Salinas
- San Anselmo
- San Bruno
- San Diego
- San Leandro
- San Marino
- San Rafael
- Santa Clara
- Santa Clarita
- Santa Monica
- South Lake Tahoe
- South Pasadena
- Sunnyvale
- Tiburon
(partial list)

Local Government – School Districts



- Bass Lake Joint Union SD
 - Benicia Unified SD
 - Black Oak Mine SD
 - Buckeye Union SD
 - Cabrillo Unified SD
 - Carlsbad Unified SD
 - Castaic Union SD
 - Center Unified SD
 - Conejo Valley Unified SD
 - Cotati-Rohnert Park Unified SD
 - Covina Valley Unified SD
 - Davis Joint Unified SD
 - Dixie Elementary SD
 - East Side Union High SD
 - Escondido Union High SD
 - Fremont Unified SD
 - Geyserville Unified SD
 - Greenfield Union SD
 - Hacienda-La Puente Unified SD
 - Healdsburg Unified SD
 - Hueneme Elementary SD
 - Kentfield Elementary SD
 - La Cañada Flintridge Unified SD
 - Lagunitas Elementary SD
 - Larkspur Elementary SD
 - Livermore Valley Joint Unified SD
 - Madera Unified SD
 - Marysville Joint Unified SD
 - Merced Union High SD
 - Milpitas Unified SD
 - Montebello Unified SD
 - Moorpark Unified SD
 - Novato Unified SD
 - Old Adobe Union SD
 - Pacifica SD
 - Palomar Community College District
 - Petaluma City Schools
 - Placer Union High SD
 - Portola Valley SD
 - Ravenswood SD
 - Red Bluff Union Elementary SD
 - Redwood City SD
 - Ross Valley SD
 - Sacramento City Unified SD
 - San Francisco Unified SD
 - San Mateo Community College District
 - San Mateo-Foster City SD
 - San Rafael City Schools
 - San Rafael Elementary SD
 - Shoreline Unified SD
 - Snowline Joint Unified SD
 - Tamalpais Unified SD
 - Tehachapi Unified SD
 - Turlock High SD
 - Wilmar SD
 - Windsor Unified SD
 - Woodside SD
- (partial list)

- Identify community values & needs
 - Sense of Community
 - Importance / Satisfaction Analyses
 - Needs Assessment / Unmet Needs

- Prioritize community goals
 - General Planning
 - Master Planning

- Funding to achieve needs & goals
 - General Obligation Bonds
 - Sales Taxes
 - Utility User Taxes (UUT)
 - Transient Occupancy Taxes (TOT)
 - Parcel Taxes
 - Proposition 218 Assessments

How We Do It





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